

Message Text

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53

ORIGIN ARA-20

INFO OCT-01 ISO-00 COME-00 USIA-15 EB-11 AGR-20 RSC-01

/068 R

DRAFTED BY ARA/CEN/CR:JGSULLIVAN:SLS

APPROVED BY ARA/CEN:DLAZAR

COMMERCE:RSTERN (SUBS)

ARA/ECP:ECOHEN (DRAFT)

USIA:RCOOPER (DRAFT)

USIA:JCHANNING (DRAFT)

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R 031425Z MAY 74

FM SECSTATE WASHDC

TO AMEMBASSY SAN JOSE

UNCLAS STATE 091002

E.O. 11652: N/A

TAGS: BEXP, CS

SUBJECT: COMMERCIAL ACTION PROGRAM (CAP)

REF: A) SAN JOSE 1334; B) STATE 57830

1. WASHINGTON ACTION STAFF (WAS) UNDERSTANDS EMBASSY PREFERENCE FOR LIVE PRESENTATION. OUR ORIGINAL EFFORTS TO SECURE SUCH WERE NOT SUCCESSFUL AS EXIM UNABLE TO PROVIDE SUITABLE SPOKESMAN ON DEMAND. SAME CONDITION WOULD APPLY TO FY 75.

2. OTHER EMBASSIES HAVE USED ELECTRONIC DIALOGUE WITH GREAT SUCCESS FOR COMMERCIAL PRESENTATIONS. DIALOGUE WAS RECEIVED ENTHUSIASTICALLY BY LOCAL PARTICIPANTS. WE BELIEVE NOVELTY OF PRESENTATION, PLUS HIGH LEVEL OF PRESENTATION WOULD BE STRONG DRAWING POINTS IN SAN JOSE ALSO. THEREFORE, WASHINGTON ACTION STAFF STRONGLY SUGGESTS THAT CAP RETURN TO LANGUAGE PROPOSED IN REF B, PARA FIVE. UPON CONFIRMATION OF EMBASSY'S INTEREST IN SPONSORING UNCLASSIFIED

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ELECTRONIC DIALOGUE, DEPT. WILL FORWARD FURTHER DETAILS.

USIA NORMALLY COVERS COST OF VTR PRESENTATION, WHILE POST IS EXPECTED TO COVER COST OF TELEPHONE CONVERSATION AND OTHER LOCAL EXPENSES.

3. COPY OF STATE 222495 ON ELECTRONIC DIALOGUE HAS BEEN

REPEATED TO EMBASSY. OTHER DESCRIPTIVE MATERIAL ON ELECTRONIC DIALOGUE INCLUDING VERY FAVORABLE EVALUATIONS BY USER EMBASSIES IS BEING POUCHED. EMBASSY SHOULD FORWARD SUGGESTED QUESTIONS FOR USE IN VTR PRESENTATION ASAP.

RUSH

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Disposition Event:
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